

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES

PUBLIC RELATIONS: (IJM 4203)
AUGUST 2004 SUPPLEMENTARY EXAMINATION
TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Answer the **compulsory** question in **Section A** and any **three** from Section B.
2. Start each answer on a new page.
3. Poor spelling and grammar will be penalised

SECTION A: ANSWER THIS QUESTION

Question 1

You have recently been appointed Public Relations officer at a municipality with one million people. Come up with a working document on how you will identify all the relevant publics for your organisation, what their expectations are, and the techniques you will use to employ so as to engage in mutual relations with the identified publics.

[25 marks]

SECTION B: ANSWER ANY THREE QUESTIONS

Question 2

Discuss the six-point planning model for public relations programme.

[25 marks]

Question 3

- a) What is the difference between an in-house public relations department and a public relations consultancy.

[13 marks]

- b) What is the importance of good press relations in public relations?

[12 marks]

TOTAL: [25 marks]

Question 4

Discuss the key roles and the importance of public relations in enhancing a company's image and its place in the company.

[25 marks]

Question 5

Assuming you are a public relations officer for a local agricultural company. Write a suitable press release announcing new purchase prices for maize, wheat and soya beans.

[25 marks]

Question 6

Explain the following terms in public relations profession?

- a) Corporate reputation. [5 marks]
- b) Corporate image. [5 marks]
- c) Public relations consultant. [5 marks]
- d) Corporate social responsibility. [5 marks]
- e) Exhibitions. [5 marks]

TOTAL: [25 marks]